

In the Claims

Claims 1-45 (Canceled)

46. (Previously Presented) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules associate the subscriber interactions to demographic characteristics about the subscriber;

and

applying the heuristic rules to the subscriber interactions in order to generate the subscriber profile, wherein the subscriber profile identifies demographic characteristics about the subscriber.

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47. (Canceled)

48. (Previously Presented) The method of claim 46, further comprising retrieving information associated with the advertisements presented, wherein said applying includes applying the heuristic rules to the subscriber interactions with respect to the information.

49. (Previously Presented) The method of claim 46, further comprising processing the subscriber interactions in order to define traits associated with the subscriber interactions, wherein

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said retrieving includes retrieving heuristic rules associated with some combination of the subscriber interactions and the traits; and

said applying includes applying the heuristic rules to some combination of the traits and the subscriber interactions in order to generate the subscriber profile.

50. (Previously Presented) The method of claim 46, wherein the heuristic rules are probabilistic in nature.

51. (Previously Presented) The method of claim 46, wherein the subscriber profile is probabilistic in nature.

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Cont.

52. (Currently Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

- monitoring subscriber interactions to advertisements presented;
- retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules associate the subscriber interactions to characteristics about the subscriber and predict demographic characteristics about the subscriber; and
- applying the heuristic rules to the subscriber interactions in order to generate the subscriber profile, wherein the subscriber profile ~~identifies~~ predicts demographic characteristics about the subscriber.

53. (Canceled)

54. (Currently Amended) The method of claim [[46]] 52, wherein the heuristic rules predict product interest characteristics about the subscriber.

55. (Currently Amended) The method of claim [[46]] 54, wherein the subscriber profile predicts ~~identifies~~ product interest characteristics of the subscriber.

56. (Previously Presented) The method of claim 46, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

57. (Previously Presented) The method of claim 46, wherein said monitoring includes monitoring all subscribers interactions with a television.

58. (Previously Presented) The method of claim 57, further comprising retrieving information corresponding to the subscriber interactions.

59. (Previously Presented) The method of claim 58, wherein the information includes at least some subset of title, category, subcategory, description, rating, content, product, brand, and product type.

60. (Previously Presented) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:  
monitoring subscriber interactions to advertisements presented;

processing the subscriber interactions in order to define traits associated with the subscriber interactions; and

applying heuristic rules to the traits in order to generate the subscriber profile, wherein the heuristic rules associate the traits to demographic characteristics about the subscriber and the subscriber profile identifies demographic characteristics about the subscriber.

61. (Canceled)

62. (Previously Presented) The method of claim 60, wherein said processing includes aggregating the subscriber interactions in order to define the traits associated with the subscriber interactions.

63. (Previously Presented) The method of claim 62, wherein said aggregating includes aggregating the subscriber interactions for a single viewing session to generate session traits associated with the subscriber interactions for that viewing session.

64. (Previously Presented) The method of claim 62, wherein said aggregating includes aggregating the subscriber interactions for multiple viewing sessions to generate average traits associated with the subscriber interactions for the multiple viewing sessions.

65. (Previously Presented) The method of claim 60, wherein the traits associated with the subscriber interactions do not identify specific subscriber interactions.

66. (Canceled)

67. (Previously Presented) The method of claim 60, wherein said processing includes determining the extent to which advertisements are viewed by the subscriber.

68. (Previously Presented) The method of claim 60, further comprising retrieving information associated with the advertisements presented, wherein said processing includes processing the subscriber interactions with respect to the information in order to define the traits.

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69. (Previously Presented) The method of claim 60, wherein said monitoring includes monitoring all subscribers interactions with a television.

70. (Previously Presented) The method of claim 69, wherein the traits associated with the subscriber interactions include at least some subset of  
viewing time per channel, category, and network;  
channel changes per time period;  
average volume per time period, channel, category, and network; and  
dwell time per channel, category, and network.

71. (Previously Presented) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:  
monitoring subscriber interactions to advertisements presented;

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retrieving information associated with the advertisements presented;  
applying the information to the subscriber interactions to generate interaction data;  
retrieving a set of rules associated with at least a subset of the interaction data, wherein  
the set of rules relates at least one aspect of the interaction data to at least one demographic  
characteristic; and  
applying the set of rules to the interaction data in order to generate the subscriber profile,  
wherein the subscriber profile includes at least one demographic characteristic about the  
subscriber.

72. (Previously Presented) The method of claim 71, further comprising  
aggregating the interaction data to generate interaction traits associated with the  
subscriber, wherein  
said retrieving a set of rules includes retrieving a set of rules associated with some  
combination of the interaction data and the interaction traits, wherein the set of rules relates at  
least one aspect of the some combination to at least one demographic characteristic; and  
said applying includes applying the set of rules to the combination in order to generate the  
subscriber profile.

73. (Previously Presented) A method for monitoring a subscribers interactions  
with advertisements in order to generate a subscriber profile, the method comprising:  
monitoring subscriber interactions to advertisements presented;  
retrieving information corresponding to the advertisements presented, wherein the  
information includes descriptions of at least one aspect of the advertisements presented;

creating a first representation of the subscriber based on the subscriber interactions and the information;

retrieving a set of rules associated with at least a subset of the first representation, wherein the set of rules relates at least one aspect of the first representation to at least one demographic parameter; and

applying the set of rules to the first representation in order to generate the subscriber profile, wherein the subscriber profile defines at least a second representation of the subscriber.

74. (New) A method for generating a demographic profile of a subscriber based on interactions of the subscriber to advertisements presented, the method comprising:

monitoring advertisements presented and subscriber interactions to the advertisements presented, wherein monitored advertisement data includes at least some subset of product type, product, and brand, and wherein monitored interaction data includes at least some subset of channel changes, volume changes, and record commands;

retrieving heuristic rules associated with at least some subset of the subscribers interactions to the advertisements presented, wherein the heuristic rules associate the subscribers interactions to the advertisements presented with demographic characteristics; and

applying the heuristic rules to the at least some subset of the subscribers interactions to the advertisements presented to generate a demographic profile for the subscriber.

75. (New) The method of claim 74, wherein the subscribers interactions to the advertisements presented include at least some subset of channel changes during particular product type advertisements,

channel changes during particular product advertisements,  
channel changes during particular brand advertisements,  
volume changes during particular product type advertisements,  
volume changes during particular product advertisements,  
volume changes during particular brand advertisements,  
recording particular product type advertisements,  
recording particular product advertisements,  
recording particular brand advertisements,  
percentage of particular product type advertisements watched,  
percentage of particular product advertisements watched, and  
percentage of particular brand advertisements watched.

76. (New) A method for generating a demographic profile of a subscriber, the method comprising:

gathering information about advertisements presented to a subscriber, wherein the information gathered includes at least some subset of product type, product, and brand;

monitoring subscriber interactions to the advertisements presented, wherein the subscriber interactions include at least some subset of channel changes, volume changes, and record commands;

processing the monitored subscriber interactions and the gathered information to generate interaction data, wherein the interaction data includes at least some subset of advertisements watched, skipped, played at high volume, played at low volume, and recorded for different product types, products, and brands;



retrieving heuristic rules associated with at least some subset of the interaction data,  
wherein the heuristic rules associate the interaction data with demographic characteristics; and  
applying the heuristic rules to the at least some subset of the interaction data to generate a  
demographic profile for the subscriber.

77. (New) The method of claim 76, wherein the heuristic rules are probabilistic in  
nature.

78. (New) The method of claim 76, wherein the subscriber profile is probabilistic in  
nature.

79. (New) A method for generating a demographic profile of a subscriber, the method  
comprising:

monitoring subscriber reactions to advertisements presented, wherein the reactions  
include at least some subset of watching, skipping, changing channel, increasing volume,  
decreasing volume, and recording, and wherein the reactions are monitored for at least some  
subset of different product types, products, and brands;

retrieving heuristic rules associated with at least some subset of the subscriber reactions  
to least some subset of different product types, products, and brands, wherein the heuristic rules  
predict demographic characteristics for associated subscriber reactions; and

applying the heuristic rules to the at least some subset of the subscriber reactions to  
generate a demographic profile for the subscriber.

80. (New) The method of claim 79, wherein the demographic characteristics include at least some subset of age, income, gender, and family size.

*Final.*

81. (New) The method of claim 79, wherein the heuristic rules assign probabilities of the subscriber having certain demographic characteristics.

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